Display Pixels Demo

Results of Visitor Testing through 3/25/2013

Group demographics:

Total number visitors: 42
Total number groups surveyed: 10
Group types: 6 family groups
1 school groups
3 other groups
Adults in survey groups: 18
Children in survey groups: 24

Visitor observations:

35/42 individual visitors (83%) stayed for the entire demonstration.

6/10 groups observed (60%) asked questions during the demonstration.

Visitor interviews: (total responses exceed 100% if groups gave multiple answers)

Q1. What is this demonstration about?

Category of response	Number of responses
Electricity	2 (20%)
Circuits/electronics	3 (30%)
Science/technology	2 (20%)
Screens	4 (40%)
Pixels	3 (30%)
Subpixels	1 (10%)
Color	3 (30%)
RGB	1 (10%)
Pictures	1 (10%)
None	2 (20%)

Q2. Can you tell me how a touchscreen works?

Category of response	Number of responses	Sample Answer
Correct	13 (60%)	
Partially correct	7 (30%)	
Incorrect	2 (10%)	

Q3. Do you think the topic of this demonstration is relevant to your life?

Category of response	Number of responses	Sample reasons
Yes	50 (50%)	Use phones/ATM in everyday life You can invent new technologies
No	1 (10%)	Might come in handy when I get a job
Maybe	3 (30%)	Want to be a game designer when I grow up You use it every day, but don't think about it
Don't know	1 (10%)	

Q4. On a scale of 1 to 5 (with 5 being highest), how interesting was this program?

Category of response	Number of responses
4–5	8 (80%)
3–3.99	2 (10%)
2–2.99	0
1–1.99	0

Q5. How could we make this program better?

Category of response	Number of responses
more colors	3 (50%)
more devices/screens	2 (33%)
look at own devices	1 (16%)